



Sustainable Tourism
a Tool for Development

World Tourism Day – 2017



PRESIDENT
PEOPLE'S REPUBLIC OF BANGLADESH
BANGABHABAN, DHAKA
12 Ashwin 1424
27 September 2017

Message

It gives me immense pleasure to know that World Tourism Day-2017 is being observed in Bangladesh as elsewhere around the world.

Tourism is a basic instinct of human being. People from all walks of life become closer and able to know the diverse culture and heritage, nature and beauties through travelling. Bangladesh is blessed with huge tourism potentials, which can attract tourists from all over the world. The present government has taken various promotional activities for portraying Bangladesh as a popular tourist destination in the world. To this end, the government is extending all-out cooperation for the development of tourism sector of the country minimizing negative impacts on environment and bio-diversity and promoting own culture and heritage through responsible Tourism and Community Based Tourism activities.

The year-2017 is being celebrated as International Year of Sustainable Tourism for Development (IYST) globally in line with the announcement of the World Tourism Organization (UNWTO). I believe, the theme of this year, "Sustainable Tourism-a Tool for Development" is very much befitting with IYST. This year, importance is given on "Sustainable Tourism" which will encourage tourism activities in a sustainable manner.

Tourists, local community and stakeholders can play vital role for the sustainable development of tourism. I believe that tourists would be respectful to the culture, heritage, tradition and values of local community as well as conserve environmental issues. The Government has taken manifold programmes and activities for attaining the "Sustainable Development Goals (SDGs) adopted by the UN. Involving local community in the tourism industry and increasing their awareness and capability, I am confident, the standard of living of our people would rise and thus the tourism industry of Bangladesh would be able to reach its optimum destination.

I wish the "World Tourism Day- 2017" a great success.

Khoda Hafez, May Bangladesh Live Forever.

Md. Abdul Hamid
Md. Abdul Hamid



Rashed Khan Menon, M.P
Minister
Ministry of Civil Aviation and Tourism
Govt. of the People's Republic of Bangladesh

Message

I am very delighted that the World Tourism Day-2017 is being celebrated in Bangladesh this year with the theme of "Sustainable Tourism-a Tool for Development". The theme of this year focuses on the development of tourism in a sustainable way and the activities have been taken in every member-states of the United Nations World Tourism Organization (UNWTO) on the occasion of International Year for Sustainable Tourism for Development-2017 (IYST).

Bangladesh is very much concerned about the sustainable development of tourism. We have already started activities for achieving Sustainable Development Goals (SDGs) by 2030 as well as to celebrate the International Year of Sustainable Tourism (IYST) by UNWTO. Recognizing the importance of tourism as tool for economic growth, the Government has made some remarkable policy decisions. Tourism is declared as one of the thrust sector in the industrial policy in 2009, National Tourism Policy is adopted in 2010 and Bangladesh Tourism Board has been established for the entire development of Tourism in Bangladesh. Preparing Master plan having short-term, mid-term and long-term planning for overall tourism development and promotion of archaeological sites, building infrastructure, developing connectivity, introducing Adventure tourism, facilitating Community based tourism (CBT), Responsible tourism and Eco tourism, signing river protocol agreement with India, and compliance of BBIN and BIMSTEC, ACD as signatory, introducing Ocean cruise are the major initiatives have been taken by the Government for the sustainable tourism development of the country.

I hope that, Bangladesh will be able to achieve the SDGs by 2030, if we, the public and private sectors work together for ensuring tourism development keeping the sustainability, minimizing the negative impact of tourism activities on environment and culture and encouraging the community people in tourism activities.

I wish very success of the World Tourism Day-2017.

Rashed Khan Menon
(Rashed Khan Menon MP)



Akhtaruz Zaman Khan Kabir
Chairman
Bangladesh Parjatan Corporation

Message

Like elsewhere of the world, Bangladesh also observes the World Tourism Day-2017 underlining the theme "Sustainable Tourism: a Tool for Development". This year the approach of the theme reflects the UN sponsored Agenda Global Goal 2030 i.e. Sustainable Development Goals (SDGs). We all know that sustainable tourism growth can leap forward the development of a nation in an effective, and extensive way. Sustainable tourism is an effective instrument for employment generation, poverty reduction and ultimate sustainability of our mother earth. Bangladesh appreciates the concept of the UNWTO theme that we can make overall development of the nation through promoting sustainable tourism.

Tourism industry of Bangladesh has much potential to be complement of Bangladesh's effort to achieve the SDGs by 2030. We are already familiar with the SDG 8, 12, 14 that are directly pertinent to the sustainable tourism development. Bangladesh has already initiated some programmes for the sustainable tourism development of Bangladesh in line with the SDGs. For employment generation and poverty reduction, Bangladesh Parjatan Corporation (BPC) is carrying out community-based tourism (CBT) development in different parts of the country. For development of sustainable tourism in coastal areas, BPC has already created many facilities in Cox's Bazar, Kuakata and Mongla. It is also going to create more facilities in Cox's Bazar, Khulna and Mongla under Public Private Partnership (PPP) mode. In addition, to develop island based eco-tourism and sustainable tourism like Maldives, BPC has already carried out feasibility studies on some offshore islands. It is going to create environment-friendly tourism facilities at those islands.

Tourism in Bangladesh is an industry of immense potentials. In recent years, this industry has emerged as a force having economic, social and cultural impact across the country. I do hope by 2030, Bangladesh can achieve the SDG by the sustainable development of its tourism industry.

I wish the World Tourism Day-2017 a great success for all of us of the globe.

A. Z. Khan Kabir
Akhtaruz Zaman Khan Kabir
Chairman
Bangladesh Parjatan Corporation

World Tourism Day – 2017

Sustainable Tourism: a tool for development

The United Nations General Assembly has proclaimed 2017 the International Year of Sustainable Tourism for Development. Subsequently, the World Tourism Organization (UNWTO) has followed in the same vein by choosing Sustainable Tourism: a tool for development as the theme for World Tourism Day 2017. Celebration of this day by the member states of United Nations Tourism Organization (UNWTO) is one of the most important events in tourism arena. As the United Nation's specialized agency for development of tourism, the UNWTO is continuously working with a decisive and central role in promoting and development of responsible, sustainable and universally accessible tourism. The main purpose of the apex body is to create an enabling environment for the member states through networking, sharing knowledge, exchange of expertise, assessment of development goals analyzing socio-economic and geo-political situation of the member states. World Tourism day seeks to address global challenges outlined in the United Nation's Development Goals and to highlight the contribution of the tourism industry for achieving these goals. This year's World Tourism Day draws special attention to move forward for sustainable development of tourism. Therefore, the theme Sustainable Tourism: a tool for development is very much pertinent and in line with the global transition to the Sustainable Development Goals (SDGs) as the guiding principle promoted by the UN from 2015 to 2030. Since 1975 as a member state of the UNWTO, Bangladesh has been celebrating the day every year on 27 September with importance and dignity. Similarly, to mark the day, stakeholders of the tourism industry are carrying out various events and activities.

Over the past six decades, tourism has experienced continuous expansion, impressive growth and diversification to become one of the largest and fastest – growing economic sectors in the world. According to the World Tourism Organization's latest Barometer, for the year 2016, the number of international tourist arrivals is around 1.2 billion. Worldwide the sector accounts for 10% of GDP and 7% of total exports, creating 1 out of 10 jobs. About importance and sustainability of tourism, in its 2017 resolution, the United Nations recognizes "the important role of sustainable tourism as a positive instrument towards the eradication of poverty, the protection of the environment, the improvement of quality of life and the economic empowerment of women and youth and its contribution to the three dimensions of sustainable development, especially in developing countries". In this sense, three dimensions of sustainability are promoted: the ecological, aiming for the maintenance of ecosystems; the social, which develops in harmony with the host community; and the economic, which stimulates inclusive growth. The celebration of the World Tourism Day-2017 is advocating development of tourism in a sustainable manner fostering the development of each man and of the whole man including the material and spiritual needs for the full development of each person in dignity.

In 1990s, globalization of tourism reached unprecedented proportions, international tourism receipts had a much higher average annual growth rate than that of gross world product. Now, tourism is the second largest source of foreign exchange earnings in the least developed countries as a whole. The sector is relatively labour-intensive and an important source of employment generation. Investments in tourism tend to generate a larger and more rapid increase in employment than equal investment in other economic activities. Tourism is often identified as the most promising driving force for the economic development of less developed countries and regions endowed with areas of natural beauties which offers them a valuable opportunity for economic diversification. While tourism provides considerable economic benefits for many countries, regions and communities, its rapid expansion can also be responsible for adverse environmental, as well as socio-cultural, impact. Natural resource depletion and environmental degradation associated with tourism activities pose severe problems to many tourism-rich regions. The two main areas of environmental impact of tourism are: pressure on natural resources and damage to ecosystems. Uncontrolled tourism activities can also cause severe disruption of wildlife habitats and increased pressure on endangered species. In many developing and developed countries alike, tourism destinations are becoming overdeveloped up to the point where the damage caused by environmental degradation and the eventual loss of revenues arising from a collapse in tourism arrivals becomes irreversible. Despite all its negative consequences, governments, the tourism sector, and NGOs are continually investing heavily in international tourism projects, yet now with a new proposal, "sustainable" tourism development. Sustainable tourism development aims at enhancing the contributions of tourism to sustainable development. Overemphasis on economics has little chances of leading to sustainability, because it neglects the equally important social and environmental dimensions. The International Year of Sustainable Tourism for Development 2017 is an incentive to foster social and political dialogue which can promote initiatives, investments and government actions leading to development and fight against poverty. Sustainable tourism as a tool for development will promote the five key areas: Inclusive and sustainable economic growth, social inclusiveness, employment and poverty reduction, Resource efficiency, Environmental protection and climate change, Cultural values, diversity and heritage and Mutual understanding, peace and security.

Bangladesh is a potential tourism destination in South Asian countries. In recent years it has sustained a healthy growth in tourism industry. As per Annual Report – 2017 of World Travel and Tourism Council (WTTC), the direct contribution of travel and tourism is BDT 421.4 bn which is 2.2% of the country's total GDP and the total contribution of this sector is BDT 840.2 bn which is 4.3% of GDP in 2016. Last year, about 80 lakh people travelled inside the country which is a sign of sharp booming of domestic tourism. The country has great opportunity to develop tourism in a sustainable manner with her immense resources like attractive natural beauty, biodiversity, secular and democratic social environment. The longest sea beach Cox's Bazar, the world's largest mangrove forest and the home of the Royal Bengal Tiger the Sundarbans, one of the world's few sweet water forest Ratergul are most unique natural blessings of the country. Moreover, Bangladesh has lots of archaeological sites, monuments, hills, forests with flora and fauna, wild life, ethnic diversity, rich traditional handicraft and cottage industry. Bangladesh is also famous for her warm hospitality and traditional arts and culture. Unbeaten track of the country has a big prospect for them who are interested in exploring themselves in an untouched and unexplored beauty rather than beaten tracks.

To harness these potentials for achieving sustainable development goals, the present government has made some remarkable policy decisions like enactment of Tourism policy-2010, establishment of Bangladesh Tourism Board (BTB) and declaration of tourism as thrust sector. The government has taken initiative for preparing tourism master plan for short term, mid-term and long term planning for development. It has already developed archaeological sites, marine drives, Cox's Bazar airport as an international airport. The government has taken decision on establishment of exclusive tourist zone at Cox's Bazar, extension and renovation of roads and rail way communication to develop connectivity. These are the major initiatives directly linked with hardware component of tourism development of the country. To ensure safety and security of tourists and tourism attractions the government established Tourist Police in 2013. In line with the SDGs the government of Bangladesh prioritized the issues of sustainability. It introduced tourism related SDGs components in her 7th Five Year plan emphasizing importance on ecotourism and community based tourism.

Promotion is an integral part of marketing mix to develop market share of tourism at home and abroad. As National Tourism Organization (NTO), Bangladesh Tourism Board (BTB) is working as a partner of private stakeholders to create an enabling environment of tourism for the tourists from home and abroad, where private stakeholders can do their business successfully. Tourism is a multi-dimensional and multi-sectoral industry. Public-Private-Partnership (PPP) can play effective role for boosting up this sector in proper manner. For developing human resource and introducing skilled manpower in tourism, BTB takes different types of initiatives like arranging seminar, workshop, conference, familiarization tours and providing training for interested and promising participants from public and private stakeholders. As part of promotional activities, BTB is participating actively, along with public and private stakeholders in different tourism fair, festival, conference and exhibition at home and abroad. In collaboration with international tourism organization like UNWTO and PATA, Bangladesh successfully organized international conference on Developing Sustainable and Inclusive Buddhist Heritage and Pilgrimage Circuits in South Asia's Buddhist Heartland, PATA Tourism Frontiers Forum – 2016, 29th Joint Meeting of the UNWTO Commission for East Asia and the Pacific and the UNWTO Commission for South Asia UNWTO Regional Forum on Crisis Communication. These attempts have created opportunities to bring the industry leaders and policy makers to seat together; stakeholders got opportunities for open dialogue and discussion for further proceeding to achieve objectives of the conferences. Honourable Prime Minister of Bangladesh Sheikh Hasina kindly declared Visit Bangladesh Year- 2016 Campaign. Following that declaration Bangladesh is celebrating tourism campaign for consecutive 3 years with special emphasis. This special programme will hopefully be able to boost up promotional and marketing campaign worldwide with regard to accelerate the growth of tourism in Bangladesh.

Bangladesh has committed to compliance the actions defined in the global frame work of SDGs. Development of Sustainable Tourism concept is an admixture of actions and attachment in activities related to tourism development. Enjoy, Support and Respect are the three basic concepts of Sustainable Tourism Development that ensure respect to People, Planate, Partnership, Peace and Prosperity. It should not do any harm to people, place and culture. Till today, traditional business outlook like profit maximization and economic benefits confined the industry in a circle of enjoyment and consumption. But outlook of tourism should be generous and respectful to people, culture and nature. The UNWTO has rightly pointed out the issue of sustainable development in tourism which will begin the way forward for changing outlook and attitude in favor of sustainable approach and manner for people, culture and nature. It is hoped, ensuring holistic and integrated approach, Public-Private-Partnership and collaborative efforts of all concerned would immensely improve the tourism sector that would contribute greatly to the country's economic development.



Dr. Bhubon Chandra Biswas
Director (Joint Secretary)
Bangladesh Tourism Board
12 Ashwin 1424
27 September 2017



PRIME MINISTER
GOVERNMENT OF THE PEOPLE'S REPUBLIC OF BANGLADESH
12 Ashwin 1424
27 September 2017

Message

I am happy to know that Bangladesh is celebrating the World Tourism Day 2017 as elsewhere in the world. I believe, the theme of this year, "Sustainable Tourism- a Tool for Development", is appropriate.

The greatest Bangalee of all time, Father of the Nation Bangabandhu Sheikh Mujibur Rahman established Bangladesh Parjatan Corporation in 1972 realizing the huge potential of tourism in Bangladesh.

Sustainable Tourism is one of the tools of United Nations' SDGs. The important role of tourists, stakeholders and people is mentioned through this tool to improve total tourism. The National Tourism Policy enacted in 2010 laid importance on different steps on improving sustainable tourism.

Our government has been working based on particular action plan to present Bangladesh's huge tourism potential to all types of tourists from home and abroad. Local people have been given to improve tourism. Through creating employment, the importance has been given on Community Based Tourism to alleviate poverty of grass-root level people. Alongside, the government has been working to create awareness among all concerned to carry out 'responsible tourism' without harming bio-diversity, environment and heritage. Initiatives have been undertaken to increase capability of the stakeholders and people related to this industry. Maintaining environmental balance, various facilities have been introduced in tourist spots aimed at a coordinated and total development of tourism.

I would like to urge all concerned to participate spontaneously to improve people's living standard by carrying out tourism development activities upholding environmental balance and country's cultural heritage.

I hope that we can build a poverty-hunger-free and happy-prosperous Golden Bangladesh as dreamt by Father of the Nation Sheikh Mujibur Rahman.

I wish the World Tourism Day 2017 a grand success.

Joi Bangla, Joi Bangabandhu
May Bangladesh Live Forever.

Sheikh Hasina
Sheikh Hasina



Secretary
Ministry of Civil Aviation & Tourism
Government of the People's Republic of Bangladesh
Bangladesh Secretariat, Dhaka
12 Ashwin 1424
27 September 2017

Message

The World Tourism Day 2017 is being observed in Bangladesh and around the globe with great enthusiasm and fanfare in conformity with the spirit of this year's theme: "Sustainable Tourism- A tool for Development". I think this year's theme selected by World Tourism Organization is very pertinent in a changing world embracing sustainable development.

In the world economy, sustainable development is given importance along with the strides for development and growth. In the similar fashion, tourism, which has great bearing in the national economy and a burgeoning sector, under the same domain-Sustainable Tourism and Development is given much importance. In pursuant to the UN declared Sustainable Development Goals, the whole world is working in all the sectors including tourism sector to make this world habitable for the future generation. Bangladesh government has incorporated the Sustainable Development Goals (SDGs) in the 7th Five Year Plan (2016-2020) and ensured its time bound implementation with careful mapping of the Ministries' Action Plans. In accordance with this approved and agreed upon mapping, Ministry of Civil Aviation and Tourism is working relentlessly to promote sustainable tourism in Bangladesh. The role of Bangladesh government in this sector is being lauded and accredited in the international arena too. The election of Bangladesh as President of the UNWTO Commission for South Asia in the 22nd Assembly of United Nations World Tourism Organization bears testimony to this.

With the increase of per capita income and economic affluence of Bangladeshis, there is a manifold influx of domestic tourists in Bangladesh in the existing and newly explored areas. This has necessitated investment in the newly explored and existing tourist spots to improve communication network and build infrastructure. Simultaneously, it has become imperative for the government to preserve the bio-diversity, ecology and uniqueness of these tourist attractions from degeneration. It is now widely acknowledged and accepted that in order to hasten economic development from the contribution of sustainable tourism, participation of private sector and common people is a must. I am confident with the sincere and constructive participation of all, Bangladesh tourism industry shall be able to achieve its coveted goals.

I wish all the success of the World Tourism Day 2017.

S.M. Ghulam Farooque
(S.M. Ghulam Farooque)



Chief Executive Officer
Bangladesh Tourism Board
12 Ashwin, 1424
27 September 2017

Message

It is indeed a great pleasure that the World Tourism Day is being observed in Bangladesh with huge enthusiasm this year. The theme "Sustainable Tourism-a Tool for Development" emphasizes the socio-economic development through Tourism but in a sustainable manner. This year the World Tourism Day seeks to address the Sustainable Development Goals (SDGs) adopted by United Nations (UN) and the contribution of tourism industry to achieve these Goals by 2030.

Bangladesh is a perfect destination for sustainable development of tourism. The country is well connected with other parts of the world by Air, Road and Sea. With the enormous resources like ecologically panoramic landscape with valleys, deep forests, longer sandy sea beaches, hills and mountains, lakes and rivers, flora and fauna, ancient and archaeological sites, ethnic lifestyle of indigenous people, various religious and cultural festivals, and above all the hospitable people, Bangladesh can attract any tourist of the world. Biodiversity as well as cultural diversity of Bangladesh might act as prevailing elements of developing sustainable tourism in the country.

Taking into account of these huge tourism potentials for achieving the SDGs, the Government has made some significant policy decisions. Bangladesh has prioritized tourism as thrust sector in its national industrial policy. National Tourism Policy has been adopted in 2010 with the objective to develop sustainable tourism through conservation of natural resources and preservation of cultural values of the local community and their participation and sharing benefits. Prioritizing the issues of sustainability, the Government introduced tourism related components in the 7th Five Year Plan for giving importance on ecotourism and community based tourism. Bangladesh Tourism Board (BTB) has been established as National Tourism Organization with the responsibility of the promotion and entire development of tourism in the country. BTB is organizing various training and awareness programs for the stakeholders as well as the local community for making them aware of the socio-economic benefits of sustainable tourism activities through the conservation of the environment and biodiversity and the preservation of culture and heritages of the local community. BTB is working very intensively with private sectors and extending them all sorts of cooperation for operating tourism activities in a sustainable way. The Board is also continuing its promotional activities in home and abroad to increase the flow of tourists and to generate more revenue. Besides, BTB is also playing a leading role to develop the regional and international tourism. In recognition of its important role in international arena, Bangladesh has been elected as the Chair of the UNWTO Commission for South Asia (CSA) in the 22nd General Assembly of UNWTO held in China this month. BTB is trying its best to create a positive image of the country globally organizing some international tourism events in Bangladesh in collaboration with UNWTO and PATA. We are also going to organize the OIC International Conference of Tourism Ministers in Dhaka in the month of November this year.

I strongly believe that for the socio-economic development of the country it is very much required to bring the "Tourism" to the center of the overall development planning and to take the necessary actions accordingly. I urge the integrated efforts of the Government, relevant public agencies and private sectors in this process which will show the right path for achieving the SDGs by 2030.

I wish all the success of the World Tourism Day-2017.

Dr. Md. Nasir Uddin
Dr. Md. Nasir Uddin

